Advertising Age

50 YEARS 1930-1980

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—'M*A*S*H,' '60 Minutes,' 'Dallas'—

CBS series top price list

By COLBY COATES

NEW YORK—Three CBS programs—"60 Minutes," "M*A*S*H" and "Dallas"—share the title of costliest commercial vehicles for the 1980-81 prime time season, currently on hold pending settlement of the actors' strike.

For its second annual prime time unit price survey, ADVERTISING AGE estimates that the three programs, ranked Nos. 1, 3 and 5, respectively, at the conclusion of last season, have brought the network approximately $150,000 per 30-second unit. "Dallas" carries a $145,000 price tag, but that figure is said to be the minimum at which an adjacency to J. R. Ewing can be had.

Besides joining "60 Minutes" and "M*A*S*H" at such stratospheric price levels, "Dallas" also has the distinction of being one of the few shows in recent memory to enjoy a 100% price hike in unit costs from one season to the next. Said CBS-TV vp-sales Paul Isacsson, "Everybody wanted it."

Although one of tv's more expensive efforts—production costs are as high as $700,000 per episode—a sold-out "Dallas" generates more than $1,700,000 per program in network sales.

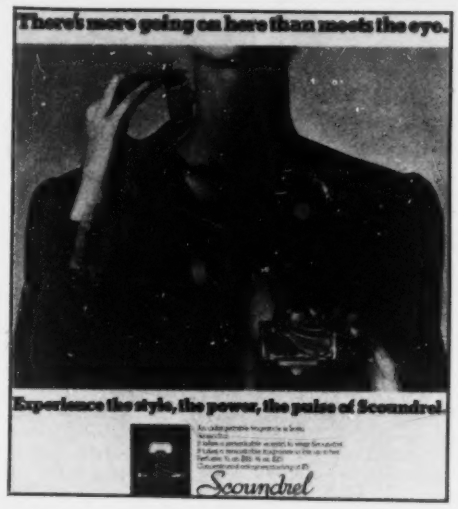
While CBS can boast about tv's three most expensive programs, ABC, according to estimates, can still lay claim to having more programs priced at $100,000 or higher—14, compared to CBS' 11 and NBC's four. Moreover, ABC's average prime time cpm, in the neighborhood of $4.95, is still higher than CBS' $4.60 to $4.70 and NBC's $4.25 to $4.35.

Complete table of show prices appears on Page 56.

Nevertheless, while the unit price for most returning CBS and NBC programs has increased, costs for some of ABC's longstanding heavyweights have dipped. "Happy Days," "Laverne & Shirley," "Mork & Mindy" and "Benson" are all thought to be priced somewhat lower than a year ago. But "Charlie's Angels" gets the prize for the biggest skid, from $110,000 per 30 last year to about $85,000 for the upcoming season. ABC's "Three's Company," last season's No. 2-rated program emerged as the next biggest winner behind CBS' triumvirate of programs, earning more than $135,000 per 30.

Among the newcomers, CBS' "Magnum P.I." and ABC's "Too Close for Comfort" and "But I'm a Big Girl Now" have attracted the most buyer interest. ABC-TV Network sales vp Jake Keever rated "Big Girl," which stars Danny Thomas and Diana Canova, as having "the most upside potential." As for "Magnum," CBS' Mr. Isacsson said that after running all the upfront plans through their computers, the network found that demand for the Hawaii-based private eye program was so strong that CBS was able to hike the unit price three times.

Though NBC has fewer $100,000-plus priced shows and more programs at less than $70,000 than its competitors, some buyers now are suggesting that if they're to become heroes in the eyes of their clients, it will be because of deals made with the No. 3-ranked network. At $60,000 a 30, "Games People Play" is winning favor as the best buy around. Meanwhile, "Little House on the Prairie" has emerged as NBC's highest priced program, fetching $125,000 a 30. #



Revlon's '80s lady

Revlon calls its new fragrance, and the lady who represents it, a Scoundrel, but out of a "sense of affection and understanding." This art is from a co-op ad that also will offer a Scoundrel pendant by Aldo Cipullo for $15 with purchase.

Scoundrel is Revlon's latest

By PAT SLOAN

NEW YORK—Every few years or so, the fragrance industry sets about to define the woman of the hour. And if Revlon's Charlie and Jontue fragrances are considered representative of the 1970s woman in all her manifestations, its latest scent, Scoundrel, for which ads break late this month, could well mirror the woman of the new decade.

A scoundrel? Well, not quite. Revlon calls her Scoundrel out of a sense of "affection and understanding," not so much villainous as replete with backbone and dazzle in the sense that Auntie Mame or Lily Langtry were.

▪ She is not the aspiration-filled young woman as portrayed by Charlie nor her less strident version depicted by Jontue, according to Bonnie Clark, a Revlon vp who is heading the Scoundrel marketing effort. Charlie and Jontue are the No. 1 and No. 2 selling fragrances in the U.S., respectively.

"Scoundrel is a woman who is past the aspiration stage. She has reached one level of success and expects to be at another in the near future," Ms. Clark explained.

(Continued on Page 59)

Nestle tests broad food line

WHITE PLAINS, N.Y.—In a major attempt to strengthen its position in the U.S. with value-added products, Nestle Co. will begin a one-year test of New Cookery, a 30-item food line low in fat, starch and sugar. The test starts Sept. 5 in Fresno, Cal.

Nestle is targeting the broad new food line not to dieters, but to those who seek a sensible way of eating without cheating the palate. With New Cookery addressed to what Nestle sees as a new consciousness in eating, the company will serve up everything from chili to beef stew, catsup to mayonnaise, canned fruit to pasta.

But while sugar, fats and oils will be cut back, the company says, they will never be reduced so much as to affect taste, a major problem with dietetic foods which, because of their limited appeal, also are regarded as added dollars to the grocery bill, not as replacement items. Dietetic foods also have generally faced a third negative as well: Chemical additives.

Because fat, sugar and starch content are reduced by about half as much as in low-cal substitutes, New Cookery will claim to offer the same taste as conventional food products plus wide family appeal and no chemical content.

For Swiss-based Nestle Alimentana S.A., the broad appeal of the line could eventually mean a larger U.S. contribution to over-all profit, a percentage that has in the past been considered too small by chairman Pierre Litoard-Vogt (AA, June 30). In the U.S., Nestle Co. is known primarily for its Taster's Choice, Nescafe and Decaf coffee brands; chocolate morsels, candy bars and powdered drink mixes; Nestea tea products, and Souptime instant soups. Additionally, it owns Libby, McNeill & Libby and Stouffer Foods.

Taking pains to keep New Cookery positioned away from diet foods, Nestle has decided to integrate the line fully throughout the store, according to one Fresno supermarket exec. While utilizing a separate display unit might have been preferable in terms of easy access for the consumer, the grocer said, it would almost certainly have meant New Cookery's being

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last minute news

Royal Crown consolidates lines at O&M

ROLLING MEADOWS, ILL.—Royal Crown Cola Co., seeking an "economic advantage," has consolidated its soft drink business with Ogilvy & Mather, Chicago, by handing it the Nehi line and RC 100, from Don Tennant Co., Chicago. O&M, which already has RC Cola and Diet Rite Cola, will continue to place Tennant's "Taste that taste" creative for RC 100, the no-caffeine, no-sugar cola in nine test markets (AA, July 7).

Mobil argues Arco Graphite superiority claims

NEW YORK—Mobil Corp. has submitted data to the three tv networks and the NAD rebutting Arco Graphite motor oil ads claiming fuel economy and engine protection superior to Mobil 1. Mobil said the ads will be taken off CBS and NBC. But Arco said it has modified certain commer-

(Continued on Page 8)

Colgate shifts $41 million

NEW YORK—Colgate-Palmolive Co. shifted nearly $41,000,000 worth of billings last Friday, leaving Kenyon & Eckhardt, Ted Bates & Co., and William Esty Co. as its major U.S. agencies. Colgate group vp Reuben Mark told ADVERTISING AGE last month that a consolidation of agencies was under consideration (AA, Aug. 4).

Norman, Craig & Kummel and D'Arcy-MacManus & Masius, which give up $11,500,000 and $18,200,000 in U.S. billings, respectively, continue on Colgate international assignments.

▪ The big U.S. winners in the consolidation are K&E, netting about $13,700,000 in new billings, and Bates, adding $14,750,000. Esty, Colgate's agency for Fab, Irish Spring, Ultra Brite and Hair Defense, picks up about $9,000,000 in new brands from D'Arcy and NCK, but yields the $10,000,000 Dermassage dishwashing liquid to K&E.

K&E, the Colgate agency for Fresh Start and Curad before Friday, picks up, in addition to Dermassage, the $1,000,000-and-growing Fluorigard dental rinse from Bates, along with the $3,000,000 Mersene denture cleanser from NCK. Axion presoak, $300,000, goes from K&E to North Castle Partners, Greenwich, Conn., which also was assigned the $2,000,000 Cold Power powder formerly at NCK. North Castle continues on "certain special brand assignments" as well.

Esty comes out with the House of Ajax line, from NCK, billing about $6,500,000; Baggies plastic bags, $1,500,000, and Handi-Wipes, $1,000,000, both from D'Arcy.

Bates—agency for Colgate toothpaste—now gets the $7,000,000 Dynamo liquid detergent; Palmolive dishwashing liquid, $8,000,000, and Palmolive soap, $750,000, all from D'Arcy, as it sends Fluorigard on to K&E.

Colgate said the move is "designed to concentrate emphasis on strong creative support for key franchise brands both in the U.S. and abroad." It added that D'Arcy and NCK will continue to benefit as the company increases its media spending overseas.

"The consolidation . . . will provide the company with a more simplified and rational structure," said Colgate. The action meshes with C-P's earlier restructuring of its brand management system, to provide a single strategic plan for each category.

For NCK, the move marks the end of its connection with the Ajax line, which NCK's "white knight" commercials in the early '60s turned into national folklore. NCK landed its first Colgate business in

(Continued on Page 53)

NEWSPAPER
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CONGRESSIONAL INFO SERVICE
101 WISCONSIN AVE
WASHINGTON DC 20014
3

July tv sweeps boost indies

By MAURINE CHRISTOPHER

NEW YORK—Would you believe that "Bugs Bunny" and "Tom & Jerry" both drew bigger audiences than David Hartman on "Good Morning America" and Tom Brokaw on "Today" in at least one major market in the four-week July sweeps?

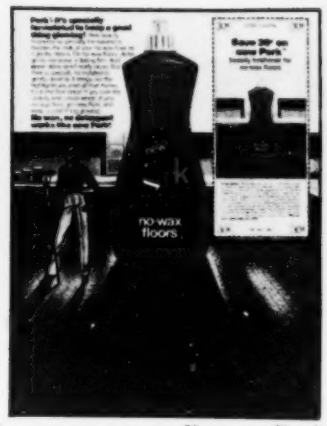
That's the word, according to Arbitron's New York report. Leading the 7 a.m. to 9 a.m. wakeup period was WNEW-TV's "Bugs Bunny" and others in its children's show lineup. They pulled 239,000 homes during the average quarter hour. Another indie, WPIX, placed second with "Tom & Jerry" and the "Magilla Gorilla" and other children's shows, which reached 196,000 households.

Opposite the cartoons, "Today" on WNBC-TV drew 150,000 homes and "GMA" on WABC-TV pulled 140,000. Both morning news-and-talk shows originated from Detroit during the mid-July Republican convention there. WNEW-TV also took this time period in the May report, but in that instance, WNBC-TV was second.

▪ This was one of the more fascinating examples of audience behavior during July when many independents across the country, as usual, benefited from viewer aversion to a lackluster, news-poor national political convention. Sampling was rampant as people roamed the dial looking for alternate choices to the Ronald Reagan-George Bush drama being played out in the Joe Louis Arena in Detroit. Buildup and follow coverage to the Republican meeting probably also cut into viewing levels at the networks.

This is the overriding impression that emerges from a study of major market Arbitron reports for July. The flow seems to have been mainly from affiliate to indie, but there also was some shifting from

(Continued on Page 54)



Three marketers in no-wax floor fight

The battle for share in the floor care category (AA, June 23) heats up as no less than three companies introduce new products with these color page ads in September issues of shelter books. Airwick Industries says its Shine Guard cleans and protects; Lehn & Fink says its Perk cleans and shines, and S. C. Johnson & Son says its Brite gently cleans and freshens the look of no-wax floors. SSC&B handles Perk; Drossman Yustein Clowes has Shine Guard, and Foote, Cone & Belding is the agency for Brite.

FTC, critics meet on kids' tv ads

By RICHARD L. GORDON

WASHINGTON—Federal Trade Commission staffers are probing advertisers and consumer groups for possible new approaches to break the bitter deadlock over children's tv advertising.

Participants in the low key, private meetings with the commission staff were reluctant to discuss details, but some indicated that FTC lawyers are intent on drawing out alternatives to the industry-wide ad rule the commission has been considering since 1978.

An earlier FTC effort to write rules covering tv ads to children, begun more than a decade ago, was scrapped by the commission after the industry's self-regulatory programs, particularly the National Assn. of Broadcasters tv code, were tightened to outlaw the use of program hosts as commercial pitchmen and other controversial practices.

Another outcome of the earlier FTC probe was the creation of a special children's ad unit at the Council of Better Business Bureau's National Advertising Division.

▪ It's known that FTC national advertising chief Wallace Snyder and children's tv specialist Susan Elliott have suggested that advertisers might consider on-air educational messages to kids, spots that might explain advertising techniques and urge sound eating habits.

Mr. Snyder declined to discuss that idea specifically last week, saying the talks are still too exploratory. "I don't think it's anything more than one of many approaches. We're just trying to find out what's possible."

The FTC commissioners have given the staff until Oct. 15 to report their recommendations on what should be done with the children's ad rule. Congress forced the reassessment on the commission this year when it suspended the FTC's authority to write industrywide regulations to control "unfair" advertising.

FTC staffers relied heavily on the argument that tv ads to kids were inherently "unfair"—because youngsters couldn't understand their selling intent—even if they weren't deceptive. To continue the rule making, the staff must now justify any action it takes against tv ads to children on the grounds that they are deceptive.

The FTC staffers have met with Washington reps for the three major advertising trade associations: American Advertising Federation, American Assn. of Advertising Agencies and the Assn. of National Advertisers.

▪ The staffers are scheduled to meet this week with General Mills and the Toy Manufacturers of America; Kellogg Co. said it too has been invited for a session some time this month. Top execs at the National Assn. of Broadcasters also are involved.

Mr. Snyder said the staff plans to sit down with major consumer

(Continued on Page 54)

Tampax sets new item for U.K.

LONDON—Tampax is preparing to launch its first nonapplicator tampon in the U.K.

The launch is an attempt to cut into the share of Tampax' archrival here, Lilia White, whose Lillets nonapplicator tampons have seesawed with Tampax for leadership of the $76,000,000 tampon segment of the U.K. sanitary products market.

The tampon segment is said to be split 55-40-5 between Tampax, Lilia White and Playtex. Playtex entered the market in March of this year with the first deodorant tampon using a plastic applicator.

Shrouded in secrecy (Tampax sources here and in the U.S. declined to comment on the matter), the new product is part of a dual struggle that places tampons against press-on napkins in the sanitary protection market and pits Tampax against Lilia White in the tampon segment. The tampon category here is generally static, with more recent activity in the napkin segment. The tampon market in the U.S., however, has been enjoying significant growth.

There is a dispute over the new Tampax product's packaging, according to sources. Tampax' U.K. brand managers want the legend on the box to read "Tampax shaped tampon," while the U.S. parent company wants it to read "Tampon shaped by Tampax."

Asked to respond to news of Tampax' new entry, Jack Lam-

(Continued on Page 59)

highlights

Monday, Sept. 1, 1980

BBDO International and Doremus & Co. have agreed in principle to merge, with final approval expected in December. *See Page 4.*

NCK and Ted Bates have both formed new alliances south of the border. *See Page 6.*

Making the simple business of promotion into a complex process is one of the reasons it fails, said Daniel E. Josephs of Jewel Food Stores, at the 5th annual ADVERTISING AGE Week. *See Page 12.*

Kraft gets ready to invade Latin America and Asia by making changes in its U.S. chain of command. *See Page 16.*

Ford Europe faces problems of blending old and new in marketing the Escort, due Sept. 26. *See Page 26.*

Picking a new agency can be confusing, but Rich Flaskegaard offers one way to cut through the jumble. *See Page 31.*

Bill Tyler uses his ears to present his selections for the best radio spots for 1979. *See Page 34.*

John Blair & Co. plans to move into live radio networking, via an opening show by Charley Daniels. *See Page 41.*

ABC is complaining to Congress that FCC may already have "prejudged" the issues in the satellite tv debate. *See Page 43.*

Arbitron's New Electronic Media study touts the desirability of seeing new movies not shown on tv as the most important reason behind pay tv subscriptions. *See Page 44.*

Seven Days, a leftist every-other-weekly, has ended publication. *See Page 49.*

Public tv faces a Senate fight to save its new *Dial* magazine after an ambush on the House floor last week. *See Page 54.*

Better Homes & Gardens this month becomes the first "electronic magazine," joining the *Columbus Dispatch* as a contributor to the CompuServe time sharing network for home computer users. *See Page 55.*

Woodhill-Permatex has big plans for new Depend adhesive. *See Page 55.*

Bess Myerson has withdrawn a tv spot for her New York senatorial campaign featuring Gov. Hugh Carey's endorsement of her. *See Page 55.*

U.S. Customs has uncovered a tempest by proposing to raise the 8% import duty on trench coats because of their "decorative" epaulets. British marketers are ready to battle over the 35% proposal. *See Page 56.*

Snowy will attempt to soak up some market share from Clorox 2 as Gold Seal Co. reformulates and reintroduces its bleach. *See Page 58.*

ABC is still seeking a "Good Morning America" replacement for Rona Barrett, whose ABC agreement will bar her from the rival "Today" on NBC till January 24. *See Page 58.*

Hershey Foods' Halloween treat to children will be its first sweepstakes ever. *See Page 59.*

The New York Daily News' new late afternoon edition, *Tonight*, got mostly good reviews in its second week from advertisers and agency media executives. *See Page 59.*

Section 2

Cooperative advertising is a unique, complex marketing partnership. This week's Section 2 examines the ins and outs of coordinating co-op advertising plans and includes examples of how two industries (grocery and automotive aftermarket) have coped with co-op, beginning opposite Page 30.

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NEWSPAPER ADVERTISING INVESTMENT FOR JUNE 41

Vol. 51, No. 37—ADVERTISING AGE (ISSN 0001-8899) is published weekly, except semiweekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL. 60611. Second-class postage paid at Chicago and additional mailing addresses.

Bell system reaches out with gifts

By JOSH LEVINE

NEW YORK—AT&T will bridge the drifting continents of its regulated and unregulated businesses with a gift certificate applicable to any of its residential products and services.

Gift certificates available through American Telephone & Telegraph Co.'s 23 operating subsidiaries in October will test the concept of a universal Bell Telephone retail scrip. If certificate usage proves an active stimulant to sales, rather than an alternate form of payment for the same purchases made with cash, certificates will be integrated into AT&T's $15,500,000 residential ad budget for 1981.

"As the Bell system becomes more concerned with retail marketing, it's clear that some sort of gift certificate ought to be part of the retail line," said Edward J. Swartz, manager-residence pr and employment service advertising. "It's fair to say that we wouldn't have done this sort of thing several years ago."

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FLASH REPORT: Newspaper advertising investment for June

Source: Media Records Inc.

JUNE—1980 CATEGORIES	YEAR	IN MILLIONS (5 10 15 20 25 30 35 40 45 50 55)	DOLLARS 1980	DOLLARS 1979	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1980		$ 18,854,190	$16,872,102	+ 1,982,088	+ 11.7
	1979					
Apparel & accessories	1980		9,056,976	8,624,965	+ 432,011	+ 5.0
	1979					
Auto supply, service shops	1980		5,856,729	5,545,208	+ 311,521	+ 5.6
	1979					
Building contractors	1980		1,811,710	1,538,998	+ 272,712	+ 17.7
	1979					
Building matls, hardware	1980		7,784,407	5,879,954	+ 1,904,453	+ 32.4
	1979					
Department stores	1980		44,307,283	42,504,748	+ 1,802,535	+ 4.2
	1979					
Drug stores	1980		4,253,089	3,922,080	+ 331,009	+ 8.4
	1979					
Eating & drinking places	1980		3,031,830	2,643,921	+ 387,909	+ 14.7
	1979					
Food stores	1980		17,204,087	14,403,502	+ 2,800,585	+ 19.4
	1979					
Furniture & furnishings	1980		22,997,075	21,571,063	+ 1,426,012	+ 6.6
	1979					
General mdse stores	1980		22,614,849	19,718,150	+ 2,896,699	+ 14.7
	1979					
Real estate	1980		9,615,434	7,382,357	+ 2,233,077	+ 30.2
	1979					
Shoe stores	1980		1,209,258	1,215,735	− 6,477	− 0.5
	1979					
Sptg & leisure time equipment	1980		3,839,845	2,877,153	+ 962,392	+ 33.5
	1979					
Public service utilities	1980		1,179,494	1,175,642	+ 3,852	+ 0.3
	1979					
Banks & trust companies	1980		4,000,435	2,802,419	+ 1,198,016	+ 42.7
	1979					

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

June volume in dailies jumps

NEW YORK—Advertising in daily newspapers went up 11.4% in June, 1980, compared with the same month a year earlier, according to the Newspaper Advertising Bureau. For the month, retail was up 16.1%, national was up 13.2%, and classified was up 3.4%.

The bureau said ad spending for the first six months of the year reached $7.2 billion, up 9.5% over the same period in 1979. For the half, retail increased 10.8% to $3.8 billion, national was up 15.8% to $1.1 billion, and classified gained 4.9% to $2.3 billion.

The bureau's estimates are based on measurements by Media Records taken in 64 index cities, plus other data.

According to the June Flash Report prepared for ADVERTISING AGE by Media Records, banks and trust companies had the greatest monthly category gain in ad dollar spending. The category went up 42.7% for June, 1980, compared with June, 1979.

Of the 16 categories monitored for AD AGE by Media Records, only one—shoe stores—showed a loss in June ad volume in the 15 cities whose newspapers are measured (*see chart*). Shoe stores were down 0.5%.

Department stores, newspapers' leading dollar category, gained 4.2%. It was following the top five spending spots by furniture and furnishings (up 6.6%), general merchandise stores (up 14.7%), amusements (up 11.7%) and food stores (up 19.4%).

Percentage gains of 15% or better were registered by sporting and leisure time equipment (33.5%), building materials and hardware (32.4%), real estate (30.2%) and building contractors (17.7%). #

Book producers unite

A group of "book packaging" companies have banded together to form the American Book Producers Assn., New York, an organization devoted to familiarizing book publishers with its members' operations. Founding directors include: Carter Smith, Media Projects; Sarah Lazin, Rolling Stone Press; Bruce Michael, Tree Communications; Stephanie Bennett, Delilah Communications; Richard Gallen, Richard Gallen & Co., and Jeffrey Weiss, Jeffrey Weiss Group. Offices are at 515 Madison Ave., 10022.

Closi elected president of publication designers

Victor Closi, art director, *Field & Stream*, New York, has been elected president of the Society of Publications Designers for 1980-81.

Other officers: 1st vp, Murray Belsky, art director, American Heritage Publishing Co.; 2nd vp, Tom Lennon, art director, *Emergency Medicine* and *Cardiovascular Medicine;* secretary, Melissa Tardiff, art director, *Town & Country*, and treasurer, Jack Golden, principal, Designers 3.

NHMA exposition set

The 74th annual National Housewares Manufacturers Assn.'s National Housewares Exposition will be held Jan. 12 to 15 at McCormick Place and McCormick Place West Chicago.

Prices for 1980-81 prime time programs

(per 30-second unit)

Sunday

ET	ABC	CBS	NBC
7:00	Those Amazing Animals $55,000	60 Minutes $150,000	Disney's Wonderful World $70,000
8:00	Charlie's Angels $80,000	Archie Bunker's Place $110,000	CHiPs $105,000
8:30		One Day at a Time $105,000	
9:00	The ABC Sunday Night Movie $110,000	Alice $110,000	The Big Event $90,000
9:30		The Jeffersons $115,000	
10:00		Trapper John, M.D. $110,000	
11:00			

These estimates were compiled from a variety of sources, and are based on peak fourth-quarter viewing, October through the first two weeks in December. Specific unit prices vary widely, depending on the size of an advertiser's schedule, when the buy is made and the negotiating skill of the different buyers.

Monday

ET	ABC	CBS	NBC
8:00	That's Incredible $80,000	Flo $80,000	Little House on the Prairie $125,000
8:30		Ladies Man $62,500	
9:00	ABC's NFL Monday Night Football $115,000	M*A*S*H $150,000	NBC's Monday Night at the Movies $100,000
9:30		House Calls $110,000	
10:00		Lou Grant $120,000	
11:00			

Tuesday

ET	ABC	CBS	NBC
8:00	Happy Days $110,000	The White Shadow $85,000	Lobo $80,000
8:30	Laverne & Shirley $100,000		
9:00	Three's Company $135,000	The CBS Tuesday Night Movies $85,000	Harper Valley $80,000
9:30	Too Close for Comfort $105,000		
10:00	Hart to Hart $105,000		Flamingo Road $80,000
11:00			

Wednesday

ET	ABC	CBS	NBC
8:00	Eight is Enough $115,000	Enos $60,000	Real People $95,000
9:00	Taxi $115,000	The CBS Wednesday Night Movies $85,000	Diff'rent Strokes $100,000
9:30	Soap $90,000		Sanford $75,000
10:00	Vega$ $100,000		Quincy $95,000
11:00			

Thursday

ET	ABC	CBS	NBC
8:00	Mork & Mindy $115,000	The Waltons $70,000	Games People Play $60,000
8:30	Bosom Buddies $70,000		
9:00	Barney Miller $100,000	Magnum P.I. $95,000	NBC's Thursday Night at the Movies $75,000
9:30	It's a Living $75,000		
10:00	20/20 $80,000	Knots Landing $85,000	
11:00			

Friday

ET	ABC	CBS	NBC
8:00	Benson $100,000	The Incredible Hulk $80,000	Here's Boomer $50,000
8:30	But I'm a Big Girl Now $85,000		Facts of Life $50,000
9:00	The ABC Friday Night Movie $90,000	The Dukes of Hazzard $115,000	Speak Up, America $50,000
10:00		Dallas $145,000	NBC News Magazine with David Brinkley $60,000
11:00			

Saturday

ET	ABC	CBS	NBC
8:00	Breaking Away $60,000	WKRP in Cincinnati $95,000	Buck Rogers in the 25th Century $60,000
8:30		The Tim Conway Show $70,000	
9:00	The Love Boat $105,000	Freebie & the Bean $65,000	BJ & the Bear $90,000
10:00	Fantasy Island $90,000	The Secrets of Midland Heights $70,000	Hill Street Blues $75,000
11:00			